



WJLA-TV WASHINGTON, DC

WJLA  
1100 Wilson Blvd, 6th Floor  
Arlington, VA 22209

Grassroots Media LLC  
146 Montgomery Avenue Suite 201  
BALA CYNWYD, PA 19004

**Contract # 5024371**

**Schedule Dates** 10/12/21-10/18/21  
**Advertiser** Terry McAuliffe for Governor of Virginia-D (14151)  
**Agency** Grassroots Media LLC (19605)  
**Product** POLITICAL CANDIDATE (ns) (1186)  
**Brand** 674 McAuliffe Week #3 General (1629736)  
**Salesperson** HOUSE-WASHINGTON, WJLA/GJLA/EJLA (3869)  
**Sales Office** WJLA/GJLA/EJLA  
**Buyer Name**  
**Phone/Fax** /  
**CPE** 40/41/674  
**Account Types** Local/Political Candidate Agency BRD  
**Billing Type** Standard  
**Comments** Separation: 30

**Date Entered** 10/11/21  
**Last Modified** 10/13/21  
**Entered By** Mark Afshar  
**CO-OP** No  
**External #** 11039900  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$27,453.75  
**Net Total** \$155,571.25  
**Sales Tax**

**Washington (WJLA)**

By Broadcast Month	Spots	Rate
Oct. 2021	207	\$183,025.00
<b>Grand Total:</b>	<b>207</b>	<b>\$183,025.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/12/21-10/15/21	3	:30	5A- News-7News ON YOUR SIDE at 5AM			3	3	3	3			12	\$150.00	\$1,800.00	Washington (WJLA)	Daypart EM GOOD MORNING WASHINGTON 5A(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON	10/11/21
2.0	Normal Line / SPOT	10/12/21-10/15/21	3	:30	2P- ABC-General Hospital			3	3	3	3			9	\$400.00	\$3,600.00	Washington (WJLA)	Daypart DT GENERAL HOSPITAL(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUA	10/11/21
2.0.1	Closed Preempt	10/12/21															Washington (WJLA)	Sold Out/Exception - does not meet bump rate requirements	
2.0.2	Closed Preempt	10/14/21															Washington (WJLA)	Sold Out/Exception - does not meet bump rate requirements	
2.0.3	Closed Preempt	10/15/21															Washington (WJLA)	Sold Out/Exception - does not meet bump rate requirements	

**CONFIRMATION CONTRACT**

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3.0	Normal Line / SPOT	10/12/21-10/15/21	2	:30	3:59:27P- News-7News ON YOUR SIDE at 4PM			3	3	3	3			12	\$400.00	\$4,800.00	Washington (WJLA)	Daypart EF ABC 7 NEWS @ 4P(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL	10/11/21
4.0	Normal Line / SPOT	10/12/21-10/15/21	2	:30	4:59:30P- News-7News ON YOUR SIDE at 5PM			2	2	2	2			8	\$600.00	\$4,800.00	Washington (WJLA)	Daypart EN ABC 7 NEWS @ 5P(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL	10/11/21
5.0	Normal Line / SPOT	10/12/21-10/15/21	2	:30	5:59:26P- News-7News ON YOUR SIDE at 6PM			2	2	2	2			6	\$900.00	\$5,400.00	Washington (WJLA)	Daypart EN ABC 7 NEWS @ 6P(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL	10/11/21
5.0.1	Closed Preempt	10/12/21															Washington (WJLA)	Local Special Report/Spot - Wall to wall coverage of metro train derailment	
5.0.2	Closed Preempt	10/12/21															Washington (WJLA)	Local Special Report/Spot - Wall to wall coverage of metro train derailment	

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6.0	Normal Line / SPOT	10/12/21-10/15/21	3	:30	6:27P- 6:30P (EST)			1	1	1	1			3	\$2,500.00	\$7,500.00	Washington (WJLA)	Daypart EN WORLD NEWS ADJ A(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUA	10/11/21
6.0.1	Closed Preempt	10/12/21															Washington (WJLA)	Local Special Report/Spot - Wall to wall coverage of metro train derailment	
7.0	Normal Line / SPOT	10/12/21-10/15/21	3	:30	6:57P- 7P (EST)			1	1	1	1			3	\$3,500.00	\$10,500.00	Washington (WJLA)	Daypart EN WOLD NEWS ADJ B(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL	10/11/21
7.0.1	Closed Preempt	10/14/21															Washington (WJLA)	Sold Out/Exception -	
8.0	Normal Line / SPOT	10/12/21-10/15/21	2	:30	6:58:46P- Wheel Of Fortune			2	2	2	2			8	\$1,800.00	\$14,400.00	Washington (WJLA)	Daypart PA WHEEL OF FORTUNE(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUA	10/11/21
9.0	Normal Line / SPOT	10/12/21-10/15/21	2	:30	7:29:26P- Jeopardy			2	2	2	2			4	\$2,600.00	\$10,400.00	Washington (WJLA)	Daypart PA JEOPARDY(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFOR	10/11/21

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9.0.1	Closed Preempt	10/14/21															Washington (WJLA)	Sold Out/Exception -	
9.0.2	Closed Preempt	10/13/21															Washington (WJLA)	Sold Out/Exception -	
9.0.3	Closed Preempt	10/14/21															Washington (WJLA)	Political/Exception -	
9.0.4	Preempt	10/15/21															Washington (WJLA)	No Availability/Exception - does not meet bump rate requirements	
10.0	Normal Line / SPOT	10/12/21-10/15/21	3	:30	11:00:26P- News-7News ON YOUR SIDE at 11PM			2	2	2	2			8	\$500.00	\$4,000.00	Washington (WJLA)	Daypart LN ABC 7 NEWS @ 11P(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUA	10/11/21
11.0	Normal Line / SPOT	10/12/21-10/15/21	3	:30	11:35P- ABC-Jimmy Kimmel			2	2	2	2			8	\$300.00	\$2,400.00	Washington (WJLA)	Daypart LF JIMMY KIMMEL(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PE	10/11/21
12.0	Normal Line / SPOT	10/12/21-10/15/21	2	:30	5:58:15A- News-7News ON YOUR SIDE at 6AM			3	3	3	3			12	\$525.00	\$6,300.00	Washington (WJLA)	Daypart EM GOOD MORNING WASHINGTON 6A(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON	10/11/21

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13.0	Normal Line / SPOT	10/12/21-10/15/21	3	:30	12:37A- ABC-Nightline			2	2	2	2			8	\$100.00	\$800.00	Washington (WJLA)	Daypart LF NIGHTLINE(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFO	10/11/21
14.0	Normal Line / SPOT	10/12/21-10/12/21	3	:30	7:57:56P- ABC-Dancing With The Stars (Tuesday)			2						2	\$2,500.00	\$5,000.00	Washington (WJLA)	Daypart PT BACHELOR IN PARADISE(Agency) -LP Sep/2019OVC - ESTIMATE IS BASED ON THE	10/11/21
15.0	Normal Line / SPOT	10/13/21-10/13/21	2	:30	8P- 9P (EST)				2					2	\$2,600.00	\$5,200.00	Washington (WJLA)	Daypart PT GOLDBERGS/ WONDER YEARS(Agency) -4Q21 (sell)	10/11/21
16.0	Normal Line / SPOT	10/13/21-10/13/21	3	:30	10P- ABC-A Million Little Things (Wednesday)				2					2	\$2,000.00	\$4,000.00	Washington (WJLA)	Daypart PT A MILLION LITTLE THINGS WED(Agency)-4Q21 (sell)	10/11/21
17.0	Normal Line / SPOT	10/14/21-10/14/21	3	:30	7:57:56P- ABC-Station 19 (Thursday)					2				2	\$3,000.00	\$6,000.00	Washington (WJLA)	Daypart PT STATION 19(Agency)-4Q21 (sell)	10/11/21
18.0	Normal Line / SPOT	10/14/21-10/14/21	2	:30	9P- ABC-Greys Anatomy (Thursday)					2				2	\$5,800.00	\$11,600.00	Washington (WJLA)	Daypart PT GREY'S ANATOMY(Agency)-4Q21 (sell)	10/11/21

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19.0	Normal Line / SPOT	10/14/21-10/14/21	3	:30	10P- ABC-Big Sky (Thursday)					2				2	\$3,000.00	\$6,000.00	Washington (WJLA)	Daypart PT BIG SKY(Agency)-4Q21 (sell)	10/11/21
20.0	Normal Line / SPOT	10/15/21-10/15/21	3	:30	7:57:56P- ABC-Shark Tank (Friday)						1			1	\$2,500.00	\$2,500.00	Washington (WJLA)	Daypart PT SHARK TANK(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERF	10/11/21
21.0	Normal Line / SPOT	10/15/21-10/15/21	3	:30	9P- ABC-20/20 (Friday)						2			2	\$1,500.00	\$3,000.00	Washington (WJLA)	Daypart PT 20/20 9P(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERF	10/11/21
22.0	Normal Line / SPOT	10/16/21-10/16/21	3	:30	7P- Wheel Of Fortune Wknd							1			\$700.00		Washington (WJLA)	Daypart WK WHEEL OF FORTUNE- WKND(Agency) -4Q21 (sell) - ESTIMATE IS BASED ON THE	10/11/21
22.0.1	Closed Preempt	10/16/21															Washington (WJLA)	Order Error/Exception - CFB	
23.0	Normal Line / SPOT	10/12/21-10/15/21	2	:30	7A- 8A (EST)			3	3	3	3			12	\$800.00	\$9,600.00	Washington (WJLA)	Daypart EM GOOD MORNING AMERICA 7A(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON TH	10/11/21

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24.0	Normal Line / SPOT	10/12/21-10/15/21	2	:30	8A- 9A (EST)			3	3	3	3			12	\$800.00	\$9,600.00	Washington (WJLA)	Daypart EM GOOD MORNING AMERICA 8A(Agency)-4Q21 (sell)	10/11/21
25.0	Normal Line / SPOT	10/12/21-10/15/21	3	:30	9A- Live with Kelly			3	3	3	3			12	\$300.00	\$3,600.00	Washington (WJLA)	Daypart DT LIVE W/ KELLY & RYAN(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON T	10/11/21
26.0	Normal Line / SPOT	10/12/21-10/15/21	3	:30	10A- News-Good Morning Washington at 10a			3	3	3	3			12	\$250.00	\$3,000.00	Washington (WJLA)	Daypart DT RACHEL RAY(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERF	10/11/21
27.0	Normal Line / SPOT	10/12/21-10/15/21	2	:30	10:58:25A- ABC-The View			3	3	3	3			6	\$525.00	\$3,150.00	Washington (WJLA)	Daypart DT THE VIEW(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFOR	10/11/21
27.0.1	Closed Preempt	10/12/21															Washington (WJLA)	Sold Out/Exception - does not meet bump rate	
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Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
27.0.3	Closed Preempt	10/13/21															Washington (WJLA)	Sold Out/Exception - does not meet bump rate	
27.0.4	Closed Preempt	10/14/21															Washington (WJLA)	Sold Out/Exception - does not meet bump rate	
27.0.5	Closed Preempt	10/15/21															Washington (WJLA)	Sold Out/Exception - does not meet bump rate	
27.0.6	Closed Preempt	10/15/21															Washington (WJLA)	Sold Out/Exception - does not meet bump rate	
28.0	Normal Line / SPOT	10/12/21-10/15/21	2	:30	11:59:56A- News-7News ON YOUR SIDE at Noon			3	3	3	3			12	\$400.00	\$4,800.00	Washington (WJLA)	Daypart DT ABC 7 NEWS @ NOON(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTU	10/11/21
29.0	Normal Line / SPOT	10/12/21-10/15/21	2	:30	12:57:56P- ABC-GMA3: What You Need to Know			3	3	3	3			8	\$325.00	\$2,600.00	Washington (WJLA)	Daypart DT GMA3(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANC	10/11/21
29.0.1	Closed Preempt	10/12/21															Washington (WJLA)	Sold Out/Exception - does not meet bump rate	
29.0.2	Closed Preempt	10/13/21															Washington (WJLA)	Sold Out/Exception - does not meet bump rate	

**CONFIRMATION CONTRACT**

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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WJLA-TV WASHINGTON, DC

WJLA  
1100 Wilson Blvd, 6th Floor  
Arlington, VA 22209

Grassroots Media LLC  
146 Montgomery Avenue Suite 201  
BALA CYNWYD, PA 19004

## Contract # 5024371

**Schedule Dates** 10/12/21-10/18/21  
**Advertiser** Terry McAuliffe for Governor of Virginia-D (14151)  
**Agency** Grassroots Media LLC (19605)  
**Product** POLITICAL CANDIDATE (ns) (1186)  
**Brand** 674 McAuliffe Week #3 General (1629736)  
**Salesperson** HOUSE-WASHINGTON, WJLA/GJLA/EJLA (3869)  
**Sales Office** WJLA/GJLA/EJLA  
**Buyer Name**  
**Phone/Fax** /  
**CPE** 40/41/674  
**Account Types** Local/Political Candidate Agency BRD  
**Billing Type** Standard  
**Comments** Separation: 30

**Date Entered** 10/11/21  
**Last Modified** 10/13/21  
**Entered By** Mark Afshar  
**CO-OP** No  
**External #** 11039900  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$27,453.75  
**Net Total** \$155,571.25  
**Sales Tax**

## Washington (WJLA)

By Broadcast Month	Spots	Rate
Oct. 2021	207	\$183,025.00
<b>Grand Total:</b>	<b>207</b>	<b>\$183,025.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
29.0.3	Closed Preempt	10/14/21															Washington (WJLA)	Sold Out/Exception - does not meet bump rate	
29.0.4	Closed Preempt	10/15/21															Washington (WJLA)	Sold Out/Exception - does not meet bump rate	
30.0	Normal Line / SPOT	10/18/21-10/18/21	3	:30	5A- News-7News ON YOUR SIDE at 5AM	1	1							1	\$150.00	\$150.00	Washington (WJLA)	Daypart EM GOOD MORNING WASHINGTON 5A(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON	10/11/21
31.0	Normal Line / SPOT	10/18/21-10/18/21	2	:30	5:58:15A- News-7News ON YOUR SIDE at 6AM	1	1							1	\$525.00	\$525.00	Washington (WJLA)	Daypart EM GOOD MORNING WASHINGTON 6A(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON	10/11/21
32.0	Normal Line / SPOT	10/15/21-10/15/21	2	:30	7:57:56P- ABC-Shark Tank (Friday)						1			1	\$3,250.00	\$3,250.00	Washington (WJLA)	Daypart PT SHARK TANK(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERF	10/11/21
33.0	Normal Line / SPOT	10/18/21-10/18/21	2	:30	7A- 8A (EST)	1	1							1	\$800.00	\$800.00	Washington (WJLA)	Daypart EM GOOD MORNING AMERICA 7A(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON TH	10/11/21

## CONFIRMATION CONTRACT

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**Advertiser** Terry McAuliffe for Governor of Virginia-D (14151)  
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**Product** POLITICAL CANDIDATE (ns) (1186)  
**Brand** 674 McAuliffe Week #3 General (1629736)  
**Salesperson** HOUSE-WASHINGTON, WJLA/GJLA/EJLA (3869)  
**Sales Office** WJLA/GJLA/EJLA  
**Buyer Name**  
**Phone/Fax** /  
**CPE** 40/41/674  
**Account Types** Local/Political Candidate Agency BRD  
**Billing Type** Standard  
**Comments** Separation: 30

**Date Entered** 10/11/21  
**Last Modified** 10/13/21  
**Entered By** Mark Afshar  
**CO-OP** No  
**External #** 11039900  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$27,453.75  
**Net Total** \$155,571.25  
**Sales Tax**

## Washington (WJLA)

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Oct. 2021	207	\$183,025.00
<b>Grand Total:</b>	<b>207</b>	<b>\$183,025.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
34.0	M/G For 2.0.1,2.0.2,2.0.3 / SPOT	10/13/21-10/13/21	2	:30	10P- ABC-A Million Little Things (Wednesday)				1					1	\$2,600.00	\$2,600.00	Washington (WJLA)		10/12/21
35.0	M/G For 7.0.1 / SPOT	10/14/21-10/14/21	2	:30	7:57:56P- ABC-Station 19 (Thursday)					1				1	\$3,900.00	\$3,900.00	Washington (WJLA)		10/12/21
36.0	M/G For 9.0.1,9.0.2,9.0.3 / SPOT	10/16/21-10/16/21	2	:30	11:59A- Sports-ABC College Football Early							3		3	\$1,300.00	\$3,900.00	Washington (WJLA)		10/12/21
37.0	M/G For 27.0.1,27.0.2,27.0.3,27.0.4,27.0.5,27.0.6 / SPOT	10/16/21-10/16/21	2	:30	3:30P- Sports-ABC College Football Late							3		3	\$2,000.00	\$6,000.00	Washington (WJLA)		10/12/21
38.0	M/G For 22.0.1,29.0.1,29.0.2,29.0.3,29.0.4 / SPOT	10/17/21-10/17/21	3	:30	5P- 6P (EST)								2	2	\$625.00	\$1,250.00	Washington (WJLA)	Daypart WK WHEEL OF FORTUNE- WKND(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE	10/12/21
39.0	M/G For 5.0.1,5.0.2 / SPOT	10/14/21-10/15/21	2	:30	5:59:26P- News-7News ON YOUR SIDE at 6PM					1	1			2	\$900.00	\$1,800.00	Washington (WJLA)	Daypart EN ABC 7 NEWS @ 6P(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL	10/13/21

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40.0	M/G For 6.0.1 / SPOT	10/14/21-10/15/21	3	:30	6:27P- 6:30P (EST)	1				X	X			1	\$2,500.00	\$2,500.00	Washington (WJLA)	Daypart EN WORLD NEWS ADJ A(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUA	10/13/21

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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